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BROWNELL ROSE RESEARCH GARDENS LITTLE COMPTON, RHODE ISLAND

November 15, 1947.

Do you happen to be acquainted with the Henry Field Seed and Nursery Company of Shenandoah, Iowa?

They are one of the leading larger distributors of Roses, and have been handling Brownell Roses almost from their inception.

Mr. George Rose, well known in Rose circles as the able and popular manager of their Nursery Department, wrote us, unsolicited the other day-

"We are getting less than one percent complaint on the Brownell Roses which as you know is an exceedingly fine record. As far as Brownell Roses are concerned, we like them, our growers like them, and our customers like them."

It is good business to keep up to date on Roses.

Sincerely,

Walter D. Brownell.

BROWNEET ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND

BROWNELL ROSE RESEARCH GARDENS LITTLE COMPTON, RHODE ISLAND

January 10, 1948

Barnes & Huber's Nursery of Cincinnati, Ohio is not the largest distributor of Roses in the country nor is it the smallest, but a typical average nursery of the highest standing, whose management seeking to keep up to date, wishes to help others so to do.

That is why they have authorized us to quote from their letter notifying us of the arrival of their Fall order.

"The Roses you sent us arrived in perfect condition and we are pleased with the plants."

Having previously ordered, and made test, they report:

"Last year's plants were planted in the Fall in a rather wet place, given absolutely no protection. Water frequently stood around them during the Winter, and late into the Spring. Some heaved out of the ground badly, one completely out, and that is the only one we lost, after enduring temperatures as low as ten below zero."

"You are right; they are hardy."

We believe customer satisfaction is worth while and so do you.

Sincerely,

Walter D. Brownell

BROWNELL ROSE RESEARCH GARDENS

LITTLE COMPTON, RHODE ISLAND

Do your customers ever complain of winter loss of their hybrid teas? If so do you tell them why?

It is because the breeding of popular blooms on winter hardy plants is too slow and expensive for a Nurserymans task.

Hundreds of gardeners where winters are cold, tell of the great satisfaction from Brownell Roses, with their superior performances and without replacements.

Dr. W. R. Swaffield of Saskatchewan, Canada, after growing tender hybrid teas as annuals for years, writes that one winter there, it averaged for three months about 20 below zero, the thermometer constantly below zero, and 50 below was the lowest. Out of 42 Brownell Roses he lost but five. He says "the others wintered with tremendous vigor. They are the greatest stride in Roses for the North". Many at 25 below have lost none; and beds for 15 years are without replacements. They stand notably well in hot sun.

One of Americas largest distributors - writes "V for Victory" is a fine yellow, and our grower says, "it bleaches less than any yellow rose he has ever grown and flowers more."

Increase in volume of sound business, is based on greater customer satisfaction. Their size, beauty and superior performance can control the trade. Many wholesalers are calling for more each year, because gardening customers are telling their friends, and they too are asking for these Roses.

We seek to double the output each year. Still there will be a shortage. It is best to place your order now for plants from the fall 1947 crop. Talk to us about 100 or a carload lot. You are invited to call enroute to the Nurserymans Boston Convention in July to see the display and hybridizing by The Brownells, now in its fourth decade.

Sincerely,

Walter D. Brownell
Director.



BROWNELL ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND

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June 16, 1948

Library-U. S. Dept. of
Agriculture
Washington 25, D. C.

Gentlemen:

Dozens of distributors of Brownell Roses have told us much the same as Mr. Weaver writes.

We hope that all of the Roses you are handling give customer satisfaction equal to these sturdier Roses.

If not please call upon us to co-operate more fully with you.

The following was unrequested from

Weaver Brothers Nursery
5718 Maple Street
Wichita, Kansas

"It is indeed a pleasure to be associated with Brownell Roses. They have proven outstanding in their rapid growth and blooming quality, surpassing our every expectation. Our customers have been well pleased with them."

Kindly send in your list now, while all varieties are available.

We have never had enough.

Sincerely,


Walter D. Brownell

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JUN 21 1948 ★
SCHOOL OF AGRICULTURE

BROWNELL ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND

July 26, 1948

U. S. Library Dept. of Agriculture
Washington 25
District of Columbia

Gentlemen:

Most interesting to a salesman, and often amusing are the casual comments that come in with the orders.

Two mails previous to writing this letter contained such as:

"Your Roses have been wonderful"
"Very, very beautiful"
"They are all doing fine for our customers"
"We are amazed at the requests we are receiving"
"Of all the Roses I have from various growers,
yours are outstanding"
"I get as much bloom from two of your plants as
from any ten other Hybrid Teas; and the size and
quality is comparable"
"Your Roses will be first place in my selling"
"The Rose bushes have all been sold and am having
glorious reports of their beauty"
"Our display planting of your Roses is more than
satisfactory"
"Half of our potted roses were unsalable so we are
switching to yours, will need 500 to 1000"
"After seeing your roses blooming, I realize what
I have been missing"
"My Roses are gorgeous; please send folder, mine
is worn out giving it to friends"
From a Minnesota Nursery--"Your roses came thro
our past severe winter very satisfactory"

Here is a good one.

"We are sick and tired of planting temperamental
Roses around Chicago, after looking over Mr. Pfister's
garden will take a whirl with yours"

Why do you suppose we receive so many such?

You can get this kind of customer satisfaction if you send
in your want list in time; there will be a shortage later.
Wishing you the same customer's satisfaction.

Sincerely,


Walter D. Brownell

BROWNELL ROSE RESEARCH GARDENS
LITTLE COMPTON, RHODE ISLAND

August 18, 1948

Library U. S. Dept. of Agriculture
Washington 25
District of Columbia

Gentlemen:

Salesmen should have a good story now and again to pep up their customers.

Here's one for you.

You know most Nurserymen do not know very much about the roses they are selling after they leave the growing field or the sales counter, as they don't get a chance to look into the customer's gardens much or know their intimate reactions.

Some years back, the Rose man of a leading nursery saw one of our varieties well established in display, thought it grand and listed it.

Believing that two such good varieties would not come from the same source he passed up the others; until two years later when he saw another Brownell variety on display and listed that.

This happened again some time after and it was then decided to "take a chance" on the entire list.

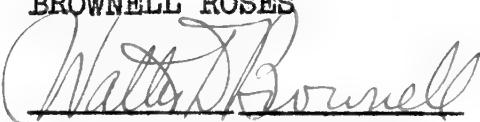
Now he says - "Gee, what we've missed."

There is no need of waiting so long.

Are you waiting?

Sincerely,

BROWNELL ROSES


Walter D. Brownell

U. S. Department of ~~Information~~

* AUG 23 1948 *

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Roses of the Postwar World

By Walter D. Brownell

Forty years ago, Mrs. Brownell and I, at our summer home at Little Compton, R. I., with a knowledge of rose culture limited to the admiration of catalog pictures, started a rose garden. Hybrid teas were planted because they were expected to bloom all summer long.

L. C. Bobbink, not long before, had imported into this country the first of the hybrid teas. Mrs. Harriet Foote had not then told American gardeners how to spray or dust and winter them. Among the early varieties in that new garden were La France, Lady Hillingdon, Mme. Caroline Testout, Columbia, Bon Silene, Lady Ursula, Maman Cochet, Red-Letter Day, Kitchener of Kartoum, the first General MacArthur and many others.

We also planted a dozen or more of the Rosa *wichuraiana* hybrid climbers, including Dorothy Perkins, several by Walsh and later the large-flowered varieties produced by Dr. Walter Van Fleet. Of those climbers, except a few that have been removed, nearly all are there today, performing as well as ever. But not the hybrid teas. Few, if any, were alive in the following spring.

Forty years ago, then and there, came this question to us: Why can the hybrid *wichuraiana* climbers live in health and vigor without protection or controls, and the everblooming garden forms, under the same culture, fail so quickly? Had we known the problems involved, we should undoubtedly have let the matter rest. But being young and hopeful, we decided to do something about it.

Less than five years before, Mendel's paper had been rediscovered, and the science of genetics was in its beginnings. A couple of years of botany under Professor Bailey laid a shaky foundation for a postgraduate study with the patient Professor Walter, whose textbook on genetics is used in over 500 colleges. Later some of the leading cytologists and biological chemists kindly sought to help us. So we have fumbled through the task of taking from the climbers their sturdiness and putting it into

hybrid teas, through inheritance, by hybridizing.

Today, after spending those long years in the work, and much money supplied by other rose friends, we realize there are many things we do not know about *Rosa wichuraiana* hybrid teas. There have been some theories formulated, and there are a few things that we have learned.

Why was *Rosa wichuraiana* chosen to produce these hybrid teas? Because *Rosa wichuraiana* hybrid climbers have lived for forty years



Wichuraiana Hybrid Tea Rose,
Shades of Autumn.

and more, with flowering omitted only following winters of some 15 degrees below zero, temperatures that kill the wood to the ground level. Because those climbers require no spraying or dusting; because they are vigorous; because their florescence is intense. As compared with that performance, the average amateur gardener has had to replace his hybrid teas time and again, with a discouragement that has caused many to give them up. We all know that the rank and file of hybrid teas are not so sturdy as the hardy climbers. The species *Rosa wichuraiana* itself has foliage free from premature defoliation on account of black spot. It is vigorous and resistant unprotected to the low temperature of about 15 degrees below zero. These characteristics have, by inheritance, been extensively incorporated into climbing hybrids. They can be incorporated into hybrid teas, with the dwarf everblooming habit substituted for the climbing habit.

Excerpts from talk given by Walter D. Brownell, of Brownell Rose Research Gardens, Little Compton, R. I., at the annual meeting of the New England Nurserymen's Association.

Why has this not been done by rose breeders? There are several viewpoints from which this question may be answered. From the nurseryman's angle, it is because rose breeders have not bred hybrid teas for sturdiness, winter resistance and longevity.

From a certain horticultural standpoint it seems to have been a common belief that in the crossing of hybrid teas with *wichuraiana* climbers the resultant dwarfs were no hardier than the tender hybrid tea parents; in other words, that the sturdiness and resistance of *Rosa wichuraiana* could be bred into the climber by inheritance, but that it stopped there and could not be carried on into hybrid teas.

From the scientific angle of the geneticist, the reason that the hybrid teas have not become so sturdy as the *wichuraiana* climbers, as resistant to black spot, as winter resistant, as cumulative in growth, with a longevity of forty years and more, is only that breeding for these garden rose betterments and genetics have never become sufficiently intimate. That is to say, the breeders have never sufficiently extended their breedings along these lines in a scientific, genetic manner. Jackson Dawson, Walsh, Horvath, Van Fleet and Captain Thomas all produced from crosses of hybrid teas with *wichuraiana* climbers resultant hybrid tea dwarfs. But genetics then had not sufficiently progressed to tell them that all the desired characters could be combined in the hybrid tea bush form, to produce flowers of merit equal to the best of the hybrid teas.

The Brownells have by no means progressed so far as that. They have only made a beginning; they have produced some such varieties, and this thesis has been proved. Some of the selected varieties so hybridized have all of these things. Many varieties in being come close to this ideal.

Selected varieties from a few more generations will produce breeders that will in a few succeeding years possess the characters that, combined, will give a variety of bloom on hybrid tea plants with this complete collection of desired characters. Or, to put it casually, this is a new race of roses, with everything of merit that the hybrid tea has to offer and also with the sturdiness of

the hardy climbers. This is not a theory; it is based on genetic, scientific experience.

What will be the demand for hybrid teas of superior merit that will perform better and longer? It is probably a fact that there are more gardeners in the United States who have tried growing hybrid tea roses and have given it up than the number who are growing them today. Most of these, and many times more, will eagerly join the ranks of rose gardeners when they know that they can get hybrid teas of full beauty and merit that require no more attention than the sturdy shrubbery in the border. In weather 15 degrees below or colder, freezing will kill the wood to the bed level, and the plants will, like a peony, from shoots below, form a normal bush, with no more replacements than for syringa, philadelphus, barberry and the like.

How will these long-lived hybrids affect the rose nursery business of the future? In the ratio of 1,000 orders filled there have been received 200 voluntary letters of appreciation and praise. In analyzing these letters, it is to be judged that the average gardener is much impressed and that

Rosa wichuraiana hybrid teas are going to be extensively preferred to the older, more tender sorts. A substantial proportion of the larger distributors are handling them. The demand is practically doubling each year.

If there are any who feel that rose growing for commercial sales is now necessarily based on a rosebush lasting two or three years and that the loss of the replacement business will radically curtail the output, they are, we believe, too much influenced by an impression that all things should stand in status quo and that progress is of doubtful expedience.

Let us analyze the effect of this new race of roses upon the commercial situation. Will anyone question the premise that the American public is as fond of flowers as the people of other nations? It seems certain that our gardening public rates the rose as a universal favorite and unquestionably upholds it as the queen of flowers. But have not many here developed a hesitancy in growing roses because of difficulties born of experience? In some parts of England and on the continent of Europe the annual planting of rosebushes has

been reported to average nearly two per capita. In the United States it was at its height only about one-fifth of a rosebush. That difference is, of course, due largely to the fact that the run of hybrid tea varieties has fitted into some foreign environments rather well, while here a much larger proportion fails disappointingly.

Selected varieties of *wichuraiana* hybrid teas can suit our conditions in America far better than the present hybrid teas fit in England and Europe, because they are hardier and of greater longevity.

In the postwar world, the progressive American rose nurseryman can, with an increasing number of good *wichuraiana* hybrid tea varieties, under sound business policy, adapt the industry, through dissemination of information, within a few years to a fifty per cent increase over the last full year. With a ten to fifteen per cent annual expansion over the following few decades, a growing demand will call for upward of two rosebushes per capita. This will give the rose-growing nurserymen all the business they will care to handle for the next thirty years or so.

[Reprinted from **American Nurseryman**, April 1, 1945]

THE HOME GARDENER'S MAGAZINE

Flower Grower

JULY 1948
25 CENTS



BROWNELL ROSES

A New Race of Sub-Zero Hybrid Teas

Everblooming

Their sturdiness can carry them through dozens of cold winters and hot summers.

WHY? Because they are bred back to hardy Species. They bloom more and can live for decades. In size and beauty they compare with the best. The plants grow larger each year. They cost no more.

Save replacement expense.

If where you live Roses can bloom, then no matter how cold your winters, year after year, you can enjoy their abundant blooms, their superior foliage and the long lasting quality of their gorgeous flowers.

Also, yellow and orange hardy climbers.

Best to order now; they sell out early.

A leading Canadian grower reports, "They are becoming increasingly popular in all sections of Canada." Even so in Alaska.

Send now for catalog with pictured list and fall planting.

✓ VAUGHAN'S SEED STORE,
10 West Randolph, Chicago 6, Ill.

TOTTY'S,

Central Ave., Madison, N. J.

✓ KELSEY NURSERY,
50 Church St., New York, N. Y.

✓ ROCKNOLL NURSERIES,
Morrow, Ohio

✓ WESTOVER NURSERIES,
University City, Mo.

MONTGOMERY WARD,
Chicago and other cities

✓ MOUNT ARBOR NURSERIES,
Shenandoah, Iowa

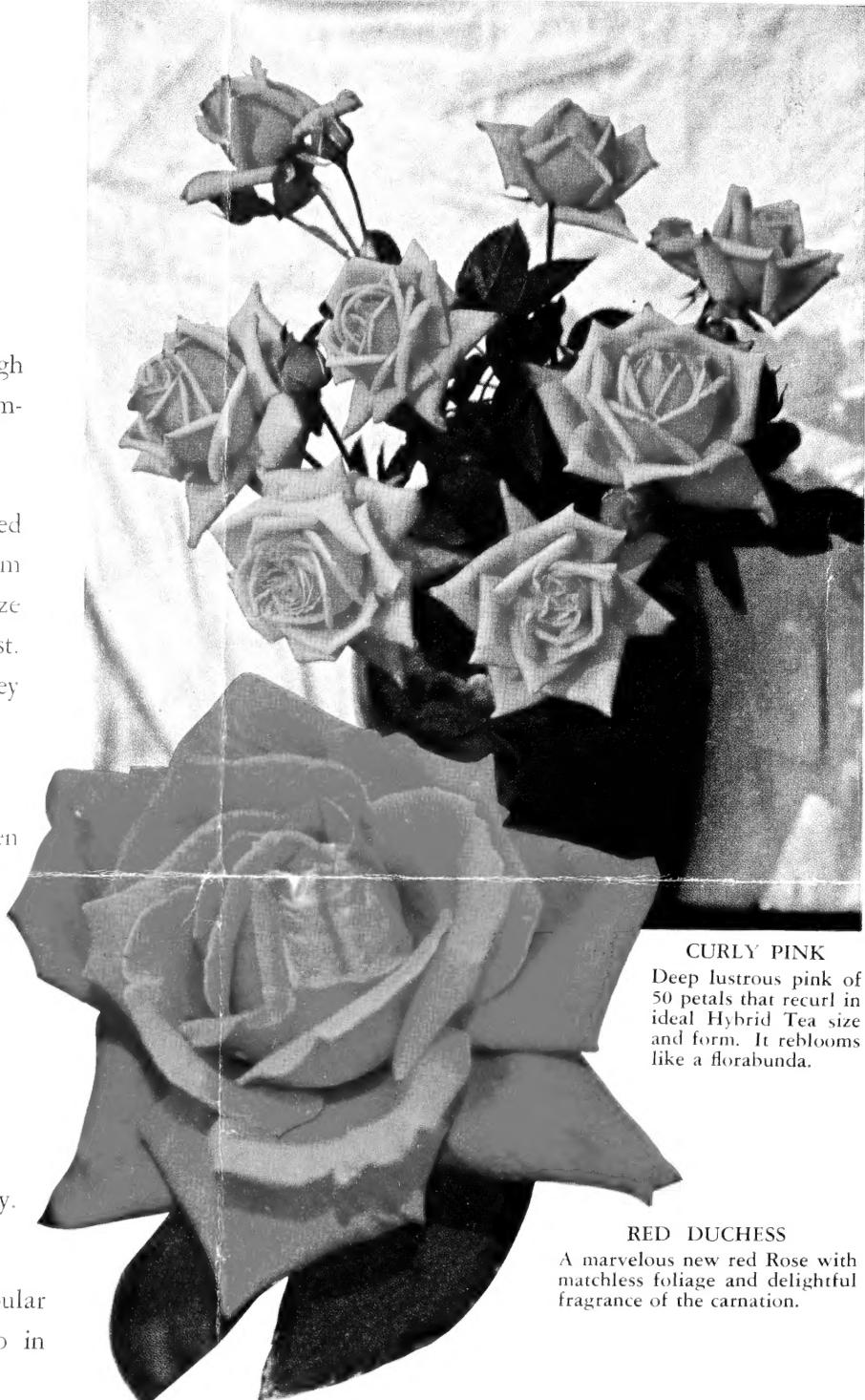
BROWNELL ROSES,
Little Compton, R. I.

✓ HENRY FIELD NURSERIES,
Shenandoah, Iowa

✓ PLATT'S NURSERIES,
Waterloo, Iowa

✓ MERRY HILL NURSERIES,
Plymouth, Mich.

WEAVER BROS. NURSERY
Wichita, Kans.



CURLY PINK

Deep lustrous pink of 50 petals that recurl in ideal Hybrid Tea size and form. It reblooms like a florabunda.

RED DUCHESS

A marvelous new red Rose with matchless foliage and delightful fragrance of the carnation.